

**IN THE CLAIMS**

1. (currently amended) A receiver, comprising:

a receiving unit operable to receive program signals and program guide information;

a storage unit operable, in response to the receiver receiving an instruction to turn off a power source of the receiver, to store content information indicating whether content displayed immediately before the receiver turns off the power source is a program guide or a program, and if the content displayed immediately before the receiver turns off the power source is the program, to store genre information indicating a genre of the program; and

a display controller operable to determine whether to display the program guide, a recommended program, or another program of the genre indicated by the stored genre information as an initial image in response to the power source being subsequently turned on, the determination being based solely on the content information and the genre information that were stored immediately before the receiver turns off the power source,

the program guide being displayed as the initial image if the content information stored in said storage unit indicates that the program guide was displayed immediately before turning off the power source of the receiver, the displayed program guide including a plurality of program logos each corresponding to a respective one of a plurality of programs, and when a given one of the plurality of program logos is selected, the displayed program guide further including a reduced image of the respective program corresponding to the selected program logo and text showing contents of the respective program,

the recommended program being displayed as the initial image if the content information stored in said storage unit indicates that the program was displayed immediately before turning off the power source of the receiver and the currently broadcast program is the recommended program, the recommended program being determined based on the received program guide information and previously set user preferences, and

the another program of the genre indicated by the stored information being displayed as the initial image if the content information stored in said storage unit indicates that the program was displayed immediately before turning off the power source of the receiver and the currently broadcast program is of the genre indicated by the stored genre information.

2. (cancelled)

3. (currently amended) In a receiver having a power source, a method comprising:

receiving program signals and program guide information;

receiving an instruction to turn off a power source of the receiver;

storing, in response to receiving the instruction to turn off the power source, content information indicating whether content displayed immediately before turning off the power source is a program guide or a program, and when the content displayed immediately before turning off the power source of the receiver is the program, storing genre information indicating a genre of the program;

turning off the power source; and

determining whether to display the program guide, a recommended program, or another program of the genre

indicated by the stored genre information as an initial image in response to the power source being subsequently turned on, the determination being based solely on the content information and the genre information that were stored immediately before turning off the power source,

the program guide being displayed as the initial image if the stored content information indicates that the program guide was displayed immediately before turning off the power source of the receiver, the displayed program guide including a plurality of program logos each corresponding to a respective one of a plurality of programs, and when a given one of the plurality of program logos is selected, the displayed program guide further including a reduced image of the respective program corresponding to the selected program logo and text showing contents of the respective program,

the recommended program being displayed as the initial image if the stored content information indicates that the program was displayed immediately before turning off the power source of the receiver and the currently broadcast program is the recommended program, the recommended program being determined based on the received program guide information and previously set user preferences, and

the another program of the genre indicated by the stored information being displayed as the initial image if the stored content information indicates that the program was displayed immediately before turning off the power source of the receiver and the currently broadcast program is of the genre indicated by the stored genre information.

4. - 7. (cancelled)

8. (previously presented) The receiver as claimed in claim 1, wherein the program guide is displayed as the initial image if the content information indicates that the program was displayed immediately before turning off the power source of the receiver and the currently broadcast program is not the recommended program and is not of the genre indicated by the stored genre information.

9. - 11. (cancelled)

12. (previously presented) The method as claimed in claim 3, wherein the program guide is displayed as the initial image if the content information indicates that the program was displayed immediately before turning off the power source of the receiver and the currently broadcast program is not the recommended program and is not of the same genre indicated by the stored genre information.